



CHALLENGE

According to WHO data, 1.9 billion people worldwide are overweight and 650 million are obese which numbers have tripled since 1975. It is a challenge to find an effective solution to their problem; above a certain weight, a person may not be able to carry out traditional sports (e.g. running, aerobics, etc.), thus losing weight becomes even more difficult.

SMART INFRATRAINER

INFRATRAINER'S SOLUTION

InfraTrainer is a revolutionary niche device that helps an individual to change her lifestyle and return to the world of sports after having her weight effectively and safely reduced. Infrared radiation penetrates under the skin and accelerates fat metabolism causing her body to burn 6-800 calories during a 50-minute workout. Typical weight loss is 1 kg per week. Popularity of the current version of the bike justifies further product development and rapid market expansion.

InfraTrainer so far have focused on machine sales only, therefore currently distributors and studios use InfraTrainer name and logo differently on their webpages. The standardization of corporate image will be part of the new global marketing strategy with the launch of the Smart InfraTrainer.

TEAM & PARTNERS

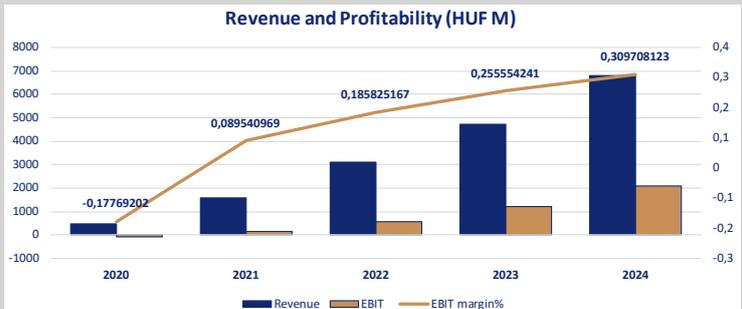
- Csaba Deák** - Founder with 20 years entrepreneurial experience
- Márk Vida** - Member of the Board, designer of the machine
- Zoltán Sándorfi** - CEO, 20 years financial management and consulting
- Tungram**: InfraTrainer manufacturer, lead investor

RESULTS SO FAR

So far, we have sold about 150 machines in 100 studios, where our guests use them with 80%+ utilization. Market presence: besides Hungary, we are present in Slovakia, Romania, Austria, Germany and Canada, and negotiating with Russian and Polish partners.

USE OF INVESTED CAPITAL

We are accelerating our expansion across Europe, Russia and Middle East. We participate in prestigious international fitness/wellness exhibitions. We are refining the *Zerofat Technology™* system. We fund scientific studies on the effectiveness of **InfraTrainer**. We lay down the foundations of Franchise, Corporate Recreational and Sports business models.



EXIT STRATEGY

An international strategic investor (e.g., a fitness product distributor) or a possible way to get listed on international stock markets.

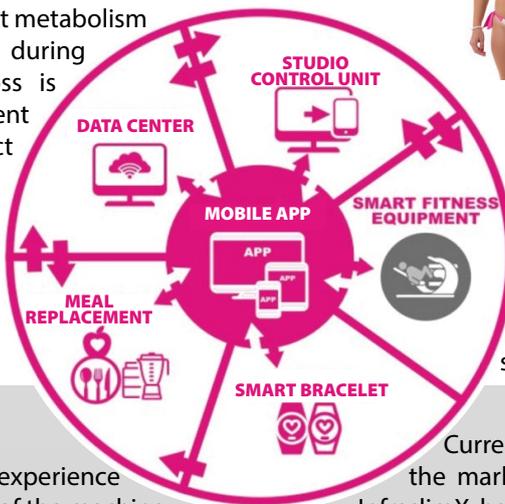


CONTACT
 Zoltán Sándorfi
inftratrain@tokeportal.eu
inftratrain.hu



END USER EXPERIENCES

InfraTrainer is safe, easy to use by anyone, without joint strain, and requires no hard work to exercise. With the help of *Zerofat Technology™* service, our guests achieved 10-21 kg weight loss with 3 workouts per week as part of our 10-15 weeks Transformation Program. The photos below show revolutionary shift in the condition of our guests.



COMPETITORS

Currently, **InfraTrainer** represents unique value in the market, has no direct competitor. *Infrashape* and *InfraslimX* have similarly combined a bicycle with infrared radiators, but their efficiency is far below that of **InfraTrainer**. **InfraTrainer** is a Hungarian product made of high-quality materials and technical standard; not comparable to competing cheap plastic products

INVESTMENT INFORMATION

Lead Investor: *Tungram Co.*
Total capital required: 1M EUR, of which now 80-120 M HUF is collected through Hungarian crowd funding campaign.
First milestone (10 months): machine sales of 100, market launch of *Zerofat Technology™* and nutrition packages and participation in exhibitions.
Proposed share in crowd funding: 6-9%

MARKET EXPANSION STRATEGY AND BUSINESS MODEL

We enter markets with machine sales and the *Zerofat Technology™* service package, and then expand with the Meal Replacement Packs. We participate in exhibitions of [FIBO](#), [Beautyworld Middle East](#), [FitExpo Russia](#).



CHANGE YOUR SIZE EASILY!